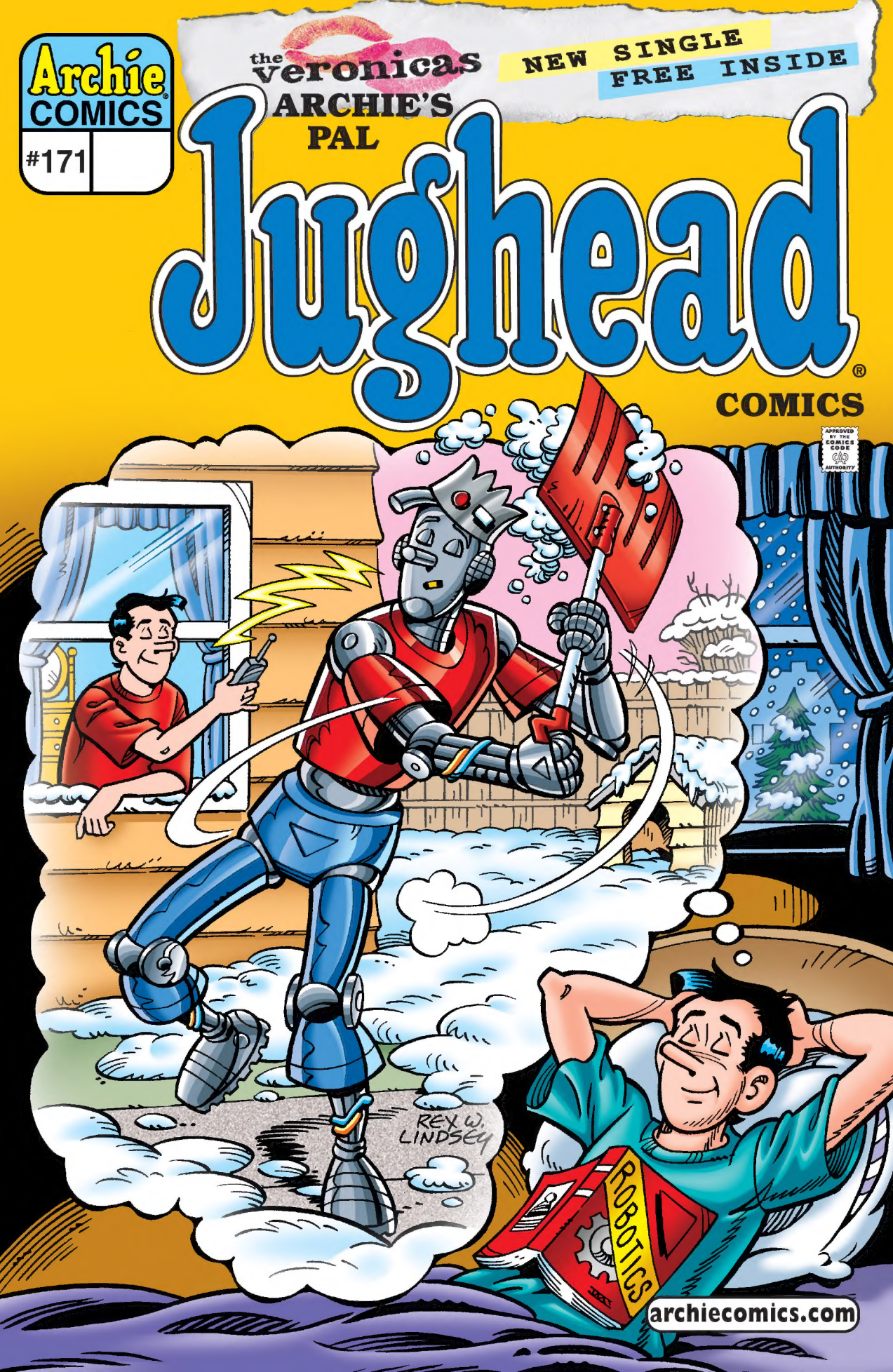
Archie COMICS
#171
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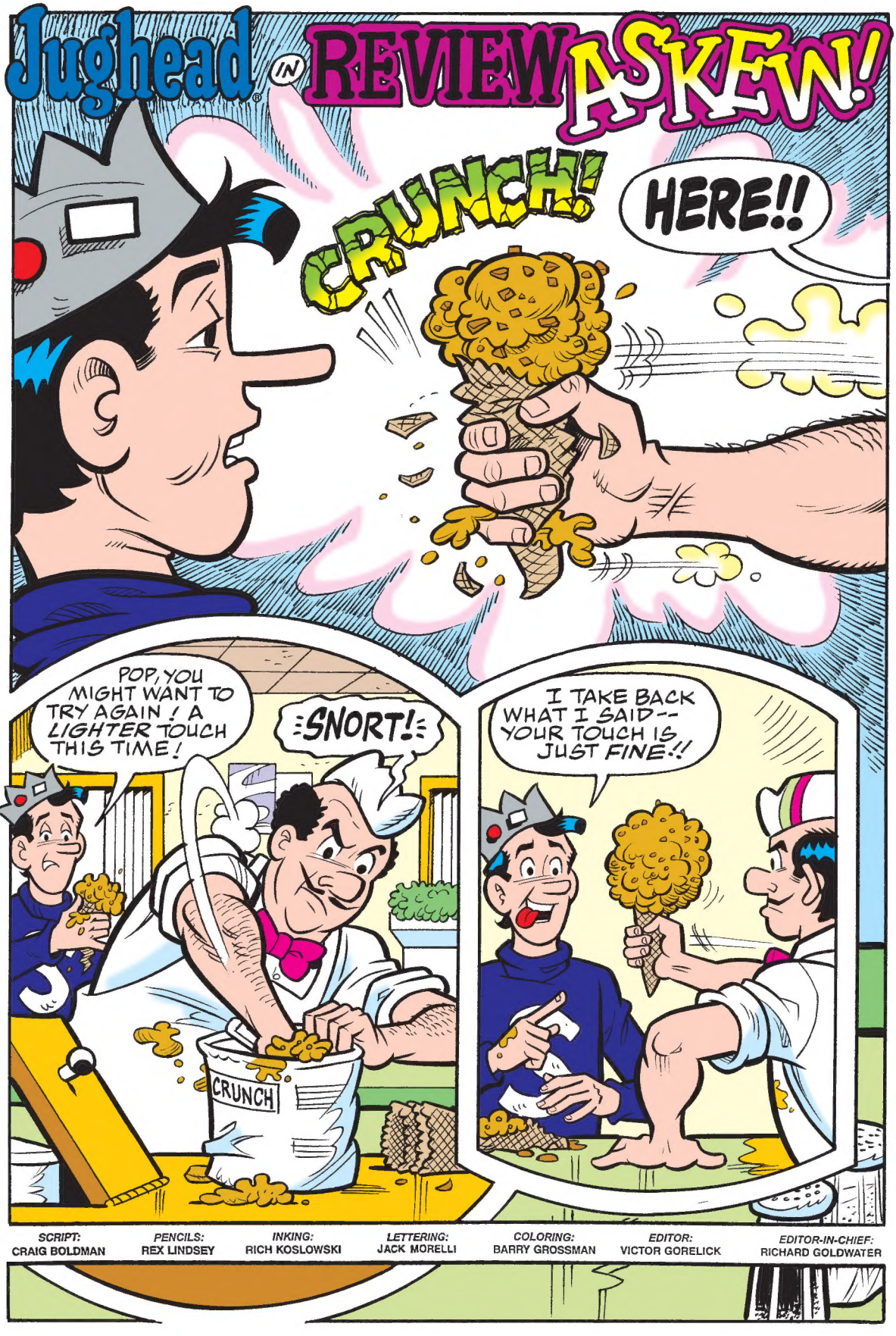
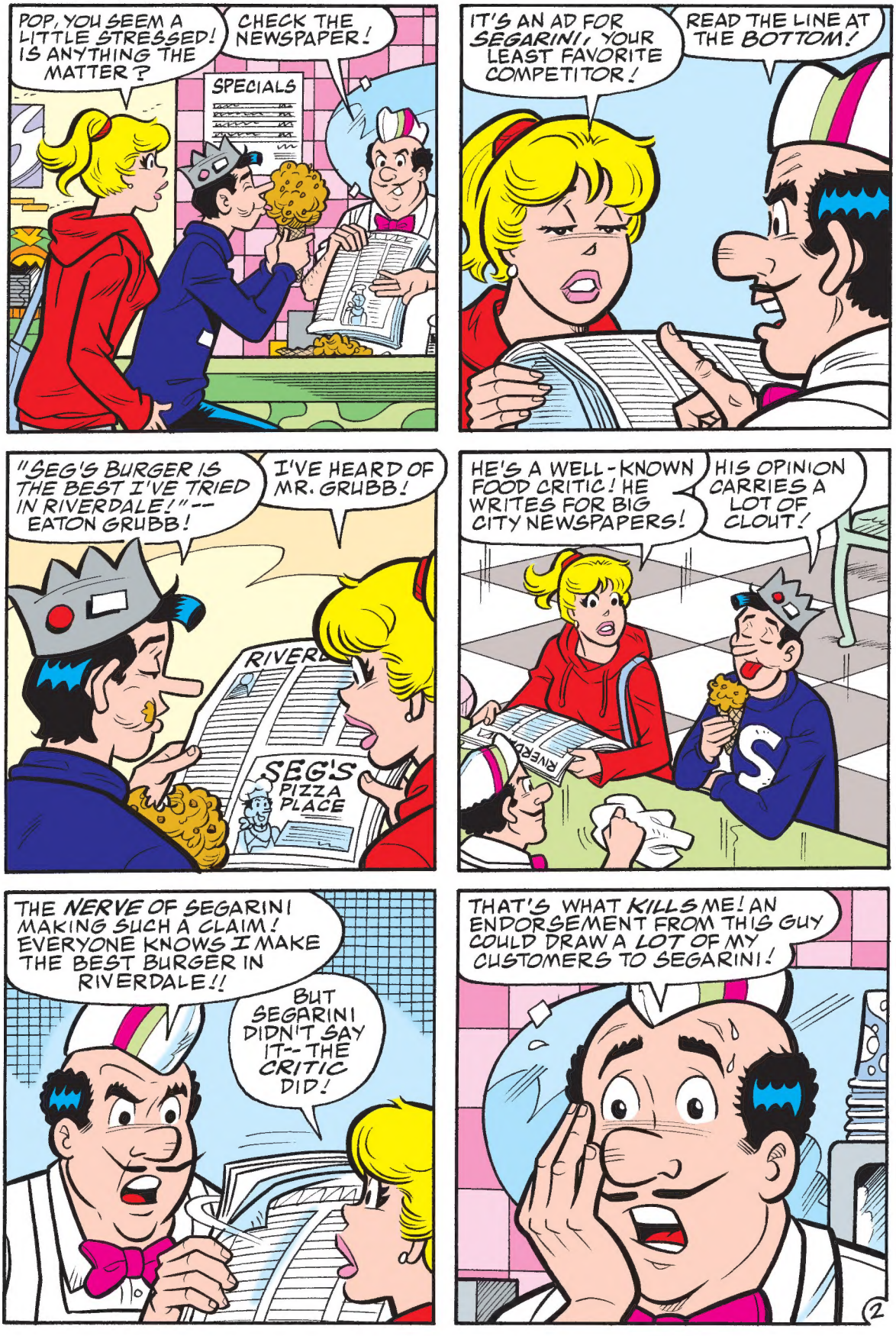
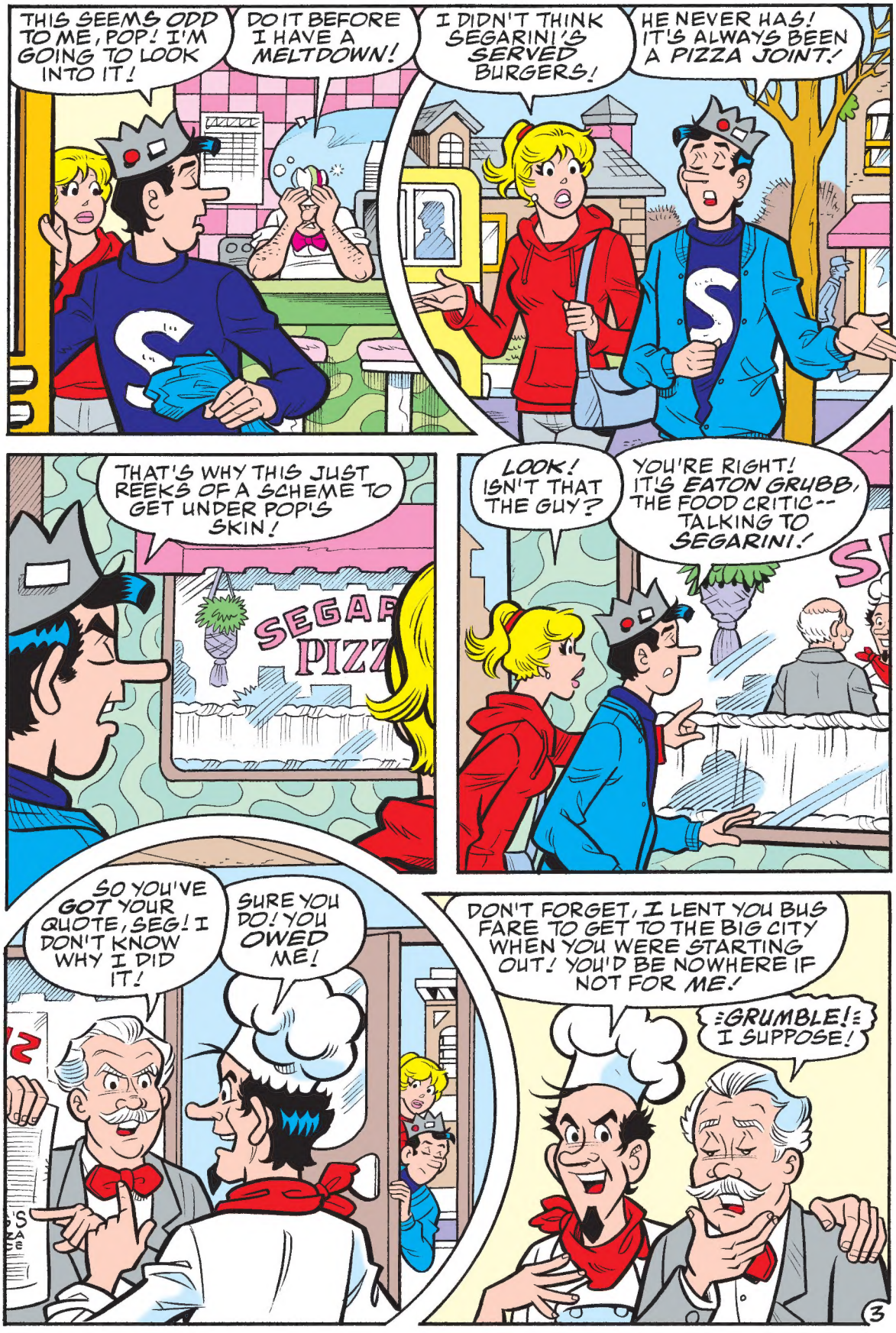
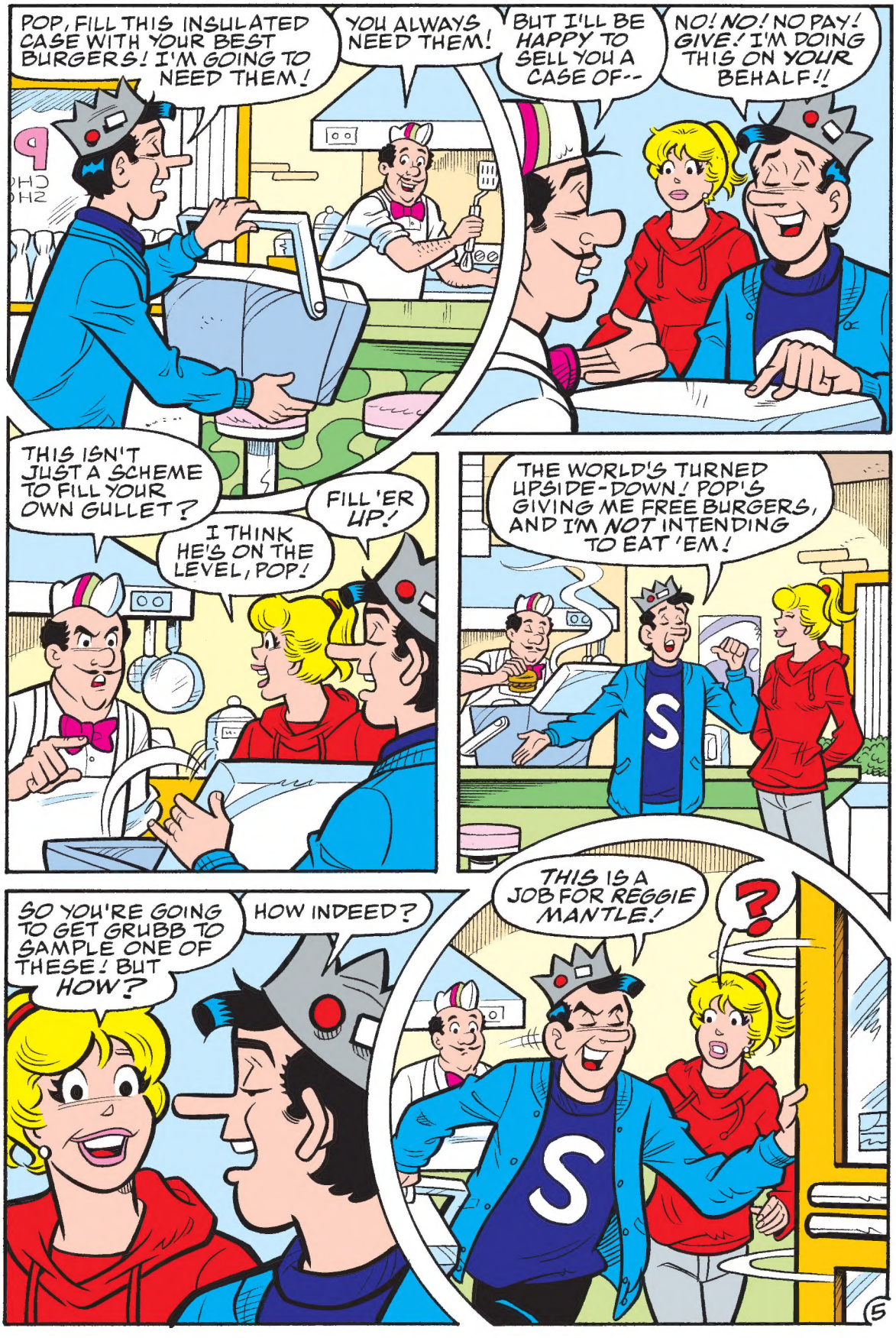

Jughead IN REVIEW ASKEW!
CRUNCH!
HERE!!
POP, YOU MIGHT WANT TO TRY AGAIN ! A LIGHTER TOUCH THIS TIME!
SNORT!
CRUNCH
I TAKE BACK WHAT I SAID-- YOUR TOUCH IS JUST FINE!!

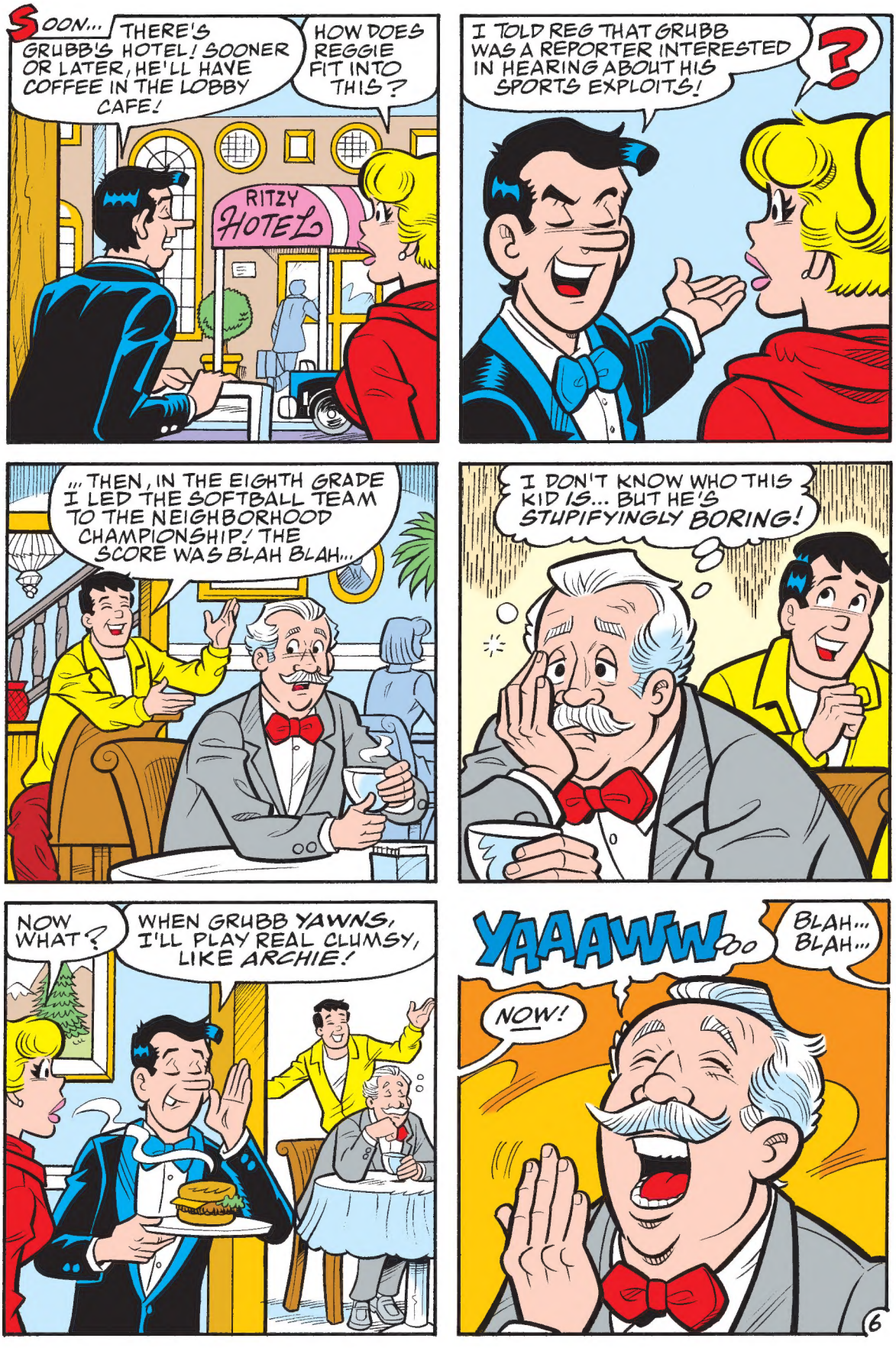
SCRIPT: CRAIG BOLDMAN
PENCILS: REX LINDSEY
INKING: RICH KOSLOWSKI
LETTERING: JACK MORELLI
COLORING: BARRY GROSSMAN
EDITOR: VICTOR GORELICK
EDITOR-IN-CHIEF: RICHARD GOLDWATER

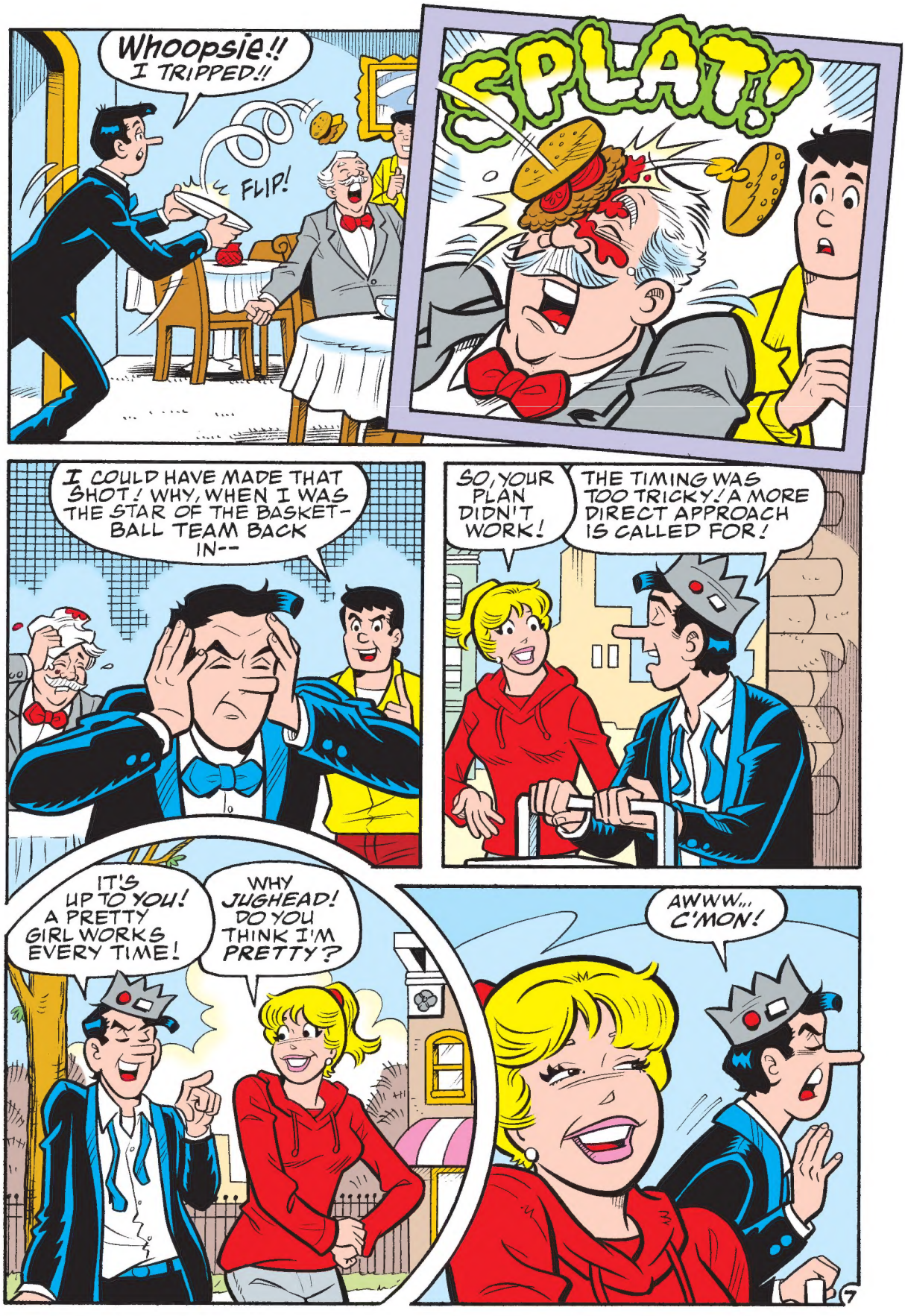

POP, YOU SEEM A LITTLE STRESSED! IS ANYTHING THE MATTER?
CHECK THE NEWSPAPER!
SPECIALS
IT'S AN AD FOR SEGARINI, YOUR LEAST FAVORITE COMPETITOR!
READ THE LINE AT THE BOTTOM!
"SEG'S BURGER IS THE BEST I'VE TRIED IN RIVERDALE!"-- EATON GRUBB!
I'VE HEARD OF MR. GRUBB!
SEG'S PIZZA PLACE
HE'S A WELL-KNOWN FOOD CRITIC! HE WRITES FOR BIG CITY NEWSPAPERS!
HIS OPINION CARRIES A LOT OF CLOUT!
THE NERVE OF SEGARINI MAKING SUCH A CLAIM! EVERYONE KNOWS I MAKE THE BEST BURGER IN RIVERDALE!!
BUT SEGARINI DIDN'T SAY IT-- THE CRITIC DID!
THAT'S WHAT KILLS ME! AN ENDORSEMENT FROM THIS GUY COULD DRAW A LOT OF MY CUSTOMERS TO SEGARINI!
2

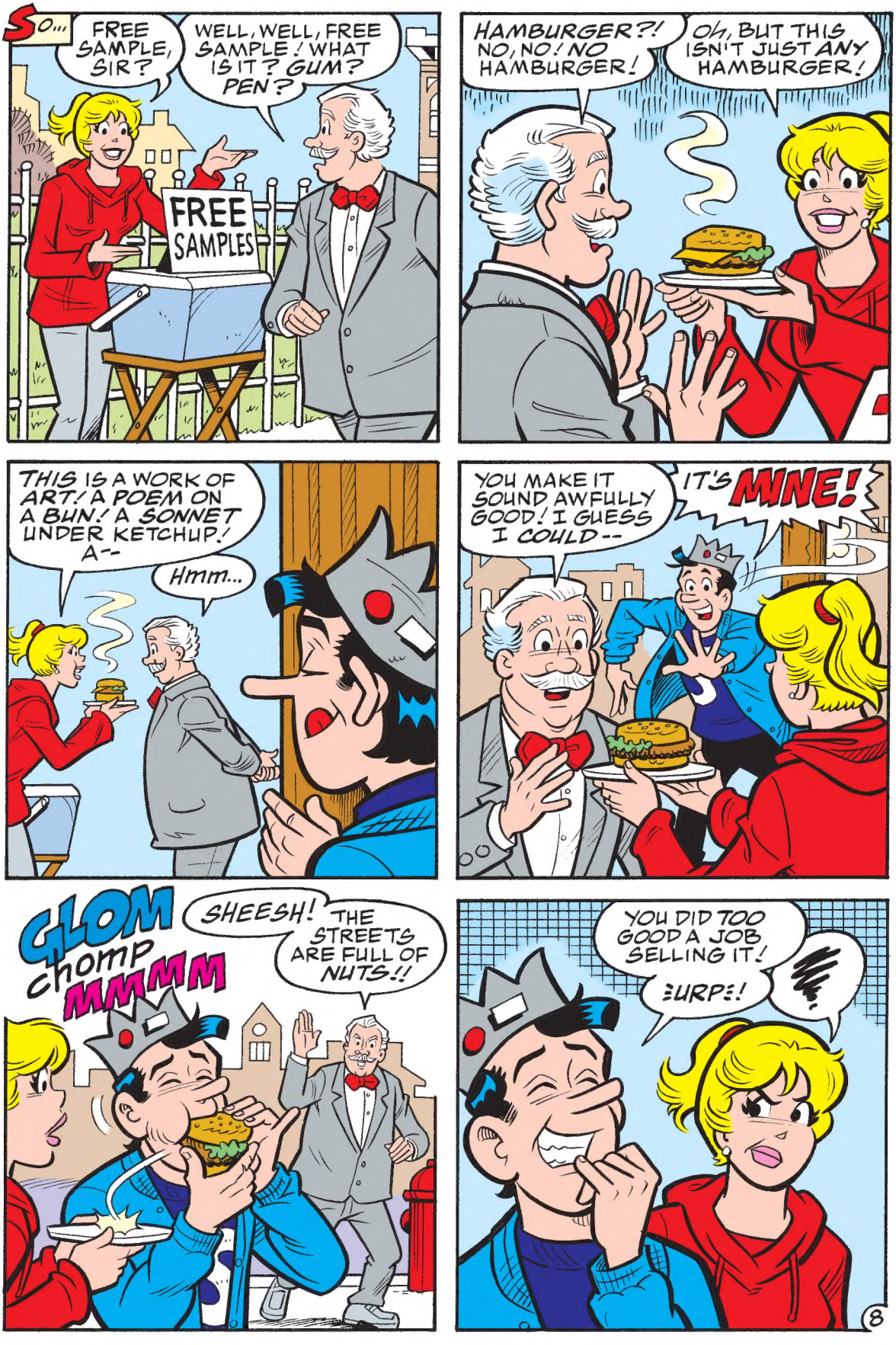

THIS SEEMS ODD TO ME, POP! I'M GOING TO LOOK INTO IT!
DO IT BEFORE I HAVE A MELTDOWN!
I DIDN'T THINK SEGARINI'S SERVED BURGERS!
HE NEVER HAS! IT'S ALWAYS BEEN A PIZZA JOINT!
THAT'S WHY THIS JUST REEKS OF A SCHEME TO GET UNDER POP'S SKIN!
SEGAR
PIZZ
LOOK! ISN'T THAT THE GUY?
YOU'RE RIGHT! IT'S EATON GRUBB, THE FOOD CRITIC-- TALKING TO SEGARINI!
SO YOU'VE GOT YOUR QUOTE, SEG! I DON'T KNOW WHY I DID IT!
SURE YOU DO! YOU OWED ME!
DON'T FORGET, I LENT YOU BUS FARE TO GET TO THE BIG CITY WHEN YOU WERE STARTING OUT! YOU'D BE NOWHERE IF NOT FOR ME!
=GRUMBLE!= I SUPPOSE!
3

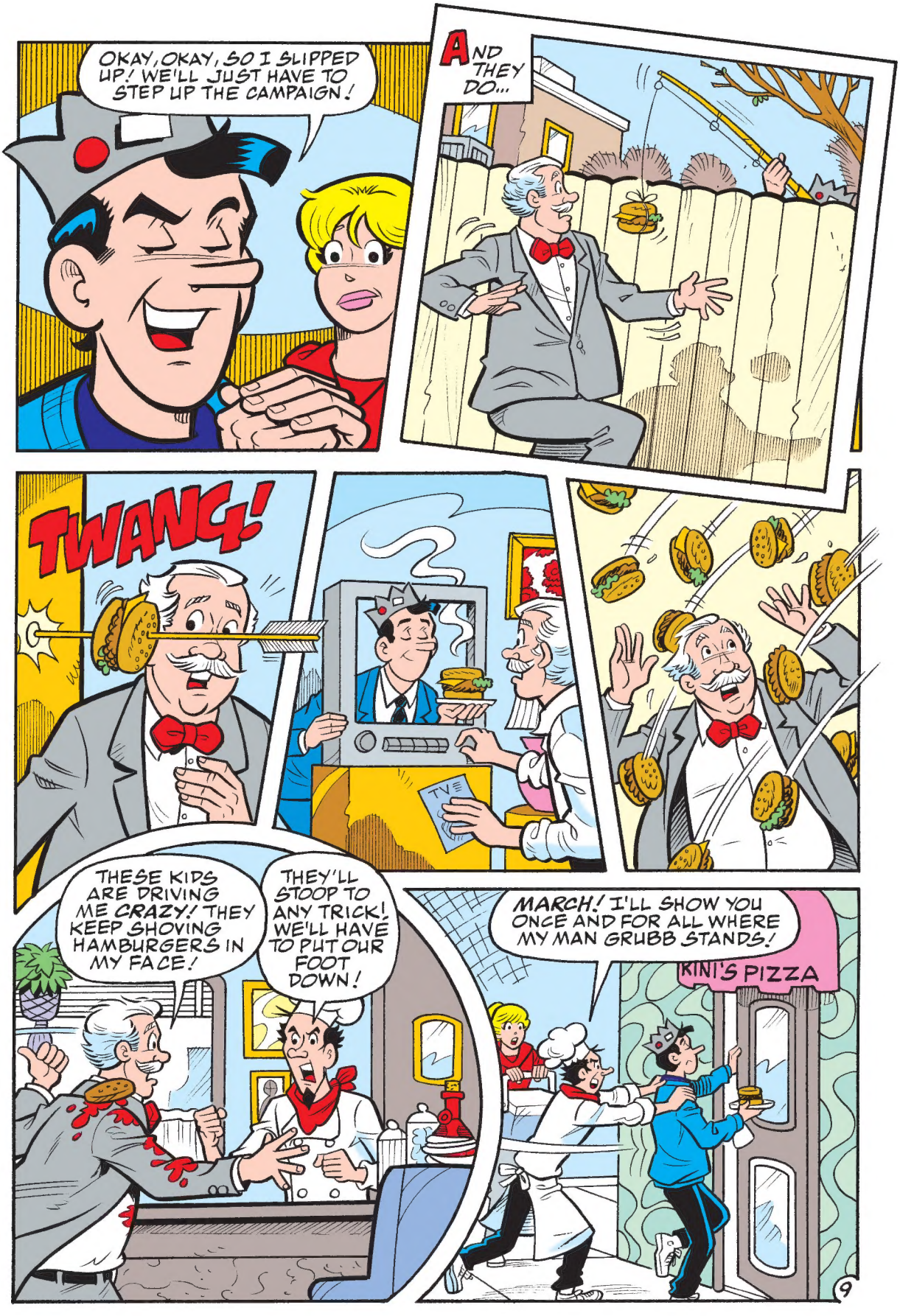
OKAY, SEG! BUT I'VE GOT MY REPUTATION TO THINK OF! I WON'T LIE IN MY REVIEWS!
YOU DON'T HAVE TO!
YOU'VE NEVER BEEN TO RIVERDALE BEFORE! THE PATTY I GRILL UP ON MY PORTABLE FRYER IS THE ONLY BURGER YOU'VE HAD HERE!
Hee Hee! A FEW MORE ENDORSEMENTS FROM MY PAL AND POP TATE WILL BE TOAST!
"BEST BURGER I'VE TRIED IN RIVERDALE!" –FOOD CRITIC EATON GRUBB
SEGARINI'S PIZZA AND BURGERS
SO THAT'S IT!--HE CAN TRUTHFULLY CLAIM SEG'S BURGER IS THE BEST HE'S HAD IN RIVERDALE!
ONLY BECAUSE HE'S NEVER HAD ANOTHER BURGER IN RIVERDALE!
YET!

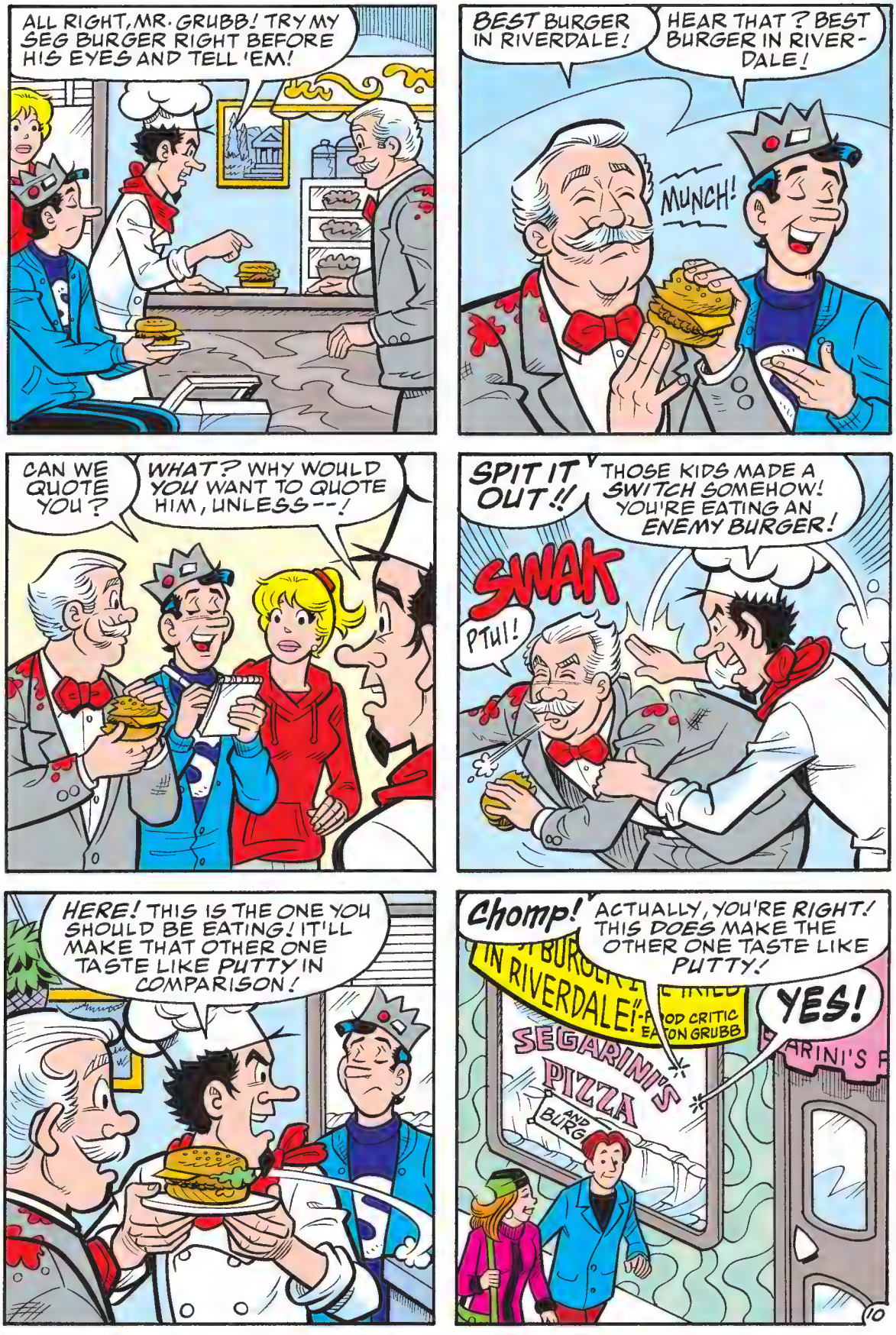

POP, FILL THIS INSULATED CASE WITH YOUR BEST BURGERS! I'M GOING TO NEED THEM!
YOU ALWAYS NEED THEM!
BUT I'LL BE HAPPY TO SELL YOU A CASE OF--
NO! NO! NO PAY! GIVE! I'M DOING THIS ON YOUR BEHALF!!
THIS ISN'T JUST A SCHEME TO FILL YOUR OWN GULLET?
I THINK HE'S ON THE LEVEL, POP!
FILL 'ER UP!
THE WORLD'S TURNED UPSIDE-DOWN! POP'S GIVING ME FREE BURGERS, AND I'M NOT INTENDING TO EAT 'EM!
SO YOU'RE GOING TO GET GRUBB TO SAMPLE ONE OF THESE! BUT HOW?
HOW INDEED?
THIS IS A JOB FOR REGGIE MANTLE!
?
5


SOON... THERE'S GRUBB'S HOTEL! SOONER OR LATER, HE'LL HAVE COFFEE IN THE LOBBY CAFE!
HOW DOES REGGIE FIT INTO THIS?
RITZY HOTEL
I TOLD REG THAT GRUBB WAS A REPORTER INTERESTED IN HEARING ABOUT HIS SPORTS EXPLOITS!
?
...THEN, IN THE EIGHTH GRADE I LED THE SOFTBALL TEAM TO THE NEIGHBORHOOD CHAMPIONSHIP! THE SCORE WAS BLAH BLAH...
I DON'T KNOW WHO THIS KID IS... BUT HE'S STUPIFYINGLY BORING!
NOW WHAT?
WHEN GRUBB YAWNS, I'LL PLAY REAL CLUMSY, LIKE ARCHIE!
YAAAWWOO
BLAH... BLAH...
NOW!


Whoopsie!! I TRIPPED!!
FLIP!
SPLAT!
I COULD HAVE MADE THAT SHOT! WHY, WHEN I WAS THE STAR OF THE BASKET-BALL TEAM BACK IN--
SO, YOUR PLAN DIDN'T WORK!
THE TIMING WAS TOO TRICKY! A MORE DIRECT APPROACH IS CALLED FOR!
IT'S UP TO YOU! A PRETTY GIRL WORKS EVERY TIME!
WHY JUGHEAD! DO YOU THINK I'M PRETTY?
AWWW... C'MON!


So...
FREE SAMPLE, SIR?
WELL, WELL, FREE SAMPLE! WHAT IS IT? GUM? PEN?
FREE SAMPLES
HAMBURGER?! NO, NO! NO HAMBURGER!
OH, BUT THIS ISN'T JUST ANY HAMBURGER!
THIS IS A WORK OF ART! A POEM ON A BUN! A SONNET UNDER KETCHUP! A--
Hmm...
YOU MAKE IT SOUND AWFULLY GOOD! I GUESS I COULD--
IT'S MINE!
GLOM
chomp
MMMM
SHEESH! THE STREETS ARE FULL OF NUTS!!
YOU DID TOO GOOD A JOB SELLING IT!
BURP!


OKAY, OKAY, SO I SLIPPED UP! WE'LL JUST HAVE TO STEP UP THE CAMPAIGN!
AND THEY DO...
TWANG!
TV
THESE KIDS ARE DRIVING ME CRAZY! THEY KEEP SHOVING HAMBURGERS IN MY FACE!
THEY'LL STOOP TO ANY TRICK! WE'LL HAVE TO PUT OUR FOOT DOWN!
MARCH! I'LL SHOW YOU ONCE AND FOR ALL WHERE MY MAN GRUBB STANDS!
KINI'S PIZZA
9


ALL RIGHT, MR. GRUBB! TRY MY SEG BURGER RIGHT BEFORE HIS EYES AND TELL 'EM!
BEST BURGER IN RIVERDALE!
HEAR THAT? BEST BURGER IN RIVER-DALE!
MUNCH!
CAN WE QUOTE YOU?
WHAT? WHY WOULD YOU WANT TO QUOTE HIM, UNLESS--!
SPIT IT OUT!!
THOSE KIDS MADE A SWITCH SOMEHOW! YOU'RE EATING AN ENEMY BURGER!
SWAK
PTUI!
HERE! THIS IS THE ONE YOU SHOULD BE EATING! IT'LL MAKE THAT OTHER ONE TASTE LIKE PUTTY IN COMPARISON!
Chomp!
ACTUALLY, YOU'RE RIGHT! THIS DOES MAKE THE OTHER ONE TASTE LIKE PUTTY!
YES!
SEGARINI'S
PIZZA
AND BURG

IN FACT, I'D SAY THIS IS THE BEST BURGER I'VE EVER TASTED, PERIOD!
ER... NOW YOU'RE LAYING IT ON KINDA THICK, GRUBB!
IT'LL LOOK REAL GOOD IN AN AD, THOUGH!
BUT NOT YOUR AD, SEGARINI!
WHAT DO YOU MEAN?
REMEMBER THAT SWITCH YOU SAID I PULLED?
I DIDN'T!
N-NO! DON'T TELL ME!
YEP! THAT'S POP'S BURGER HE JUST WOLFED DOWN! AND YOU HANDED IT TO HIM!!
DELISH!
SO, POP! YOU'VE GOT AN ENDORSEMENT FROM A FAMOUS FOOD CRITIC!
AND I'M MAKING AN ENDORSEMENT OF MY OWN!
huh?
"BEST BURGER EVER!" E. GRUBB
"JUGHEAD JONES! BEST CUSTOMER EVER!" POP TATE
END

READ SONIC THE HEDGE-HOG TODAY!

Jughead IN
MEAL ZEAL SPIEL!
GANGWAY!!
LUNCH ROOM
ZIPP
:SLOP: IT'F CREAMED CHIPPED BEEF ON TOAFT DAY! :GULP:
WHY CAN'T THE TEAM BE AS REVVED UP ABOUT WINNING AS JUGHEAD IS ABOUT LUNCH!?
GLUB! SCARF!

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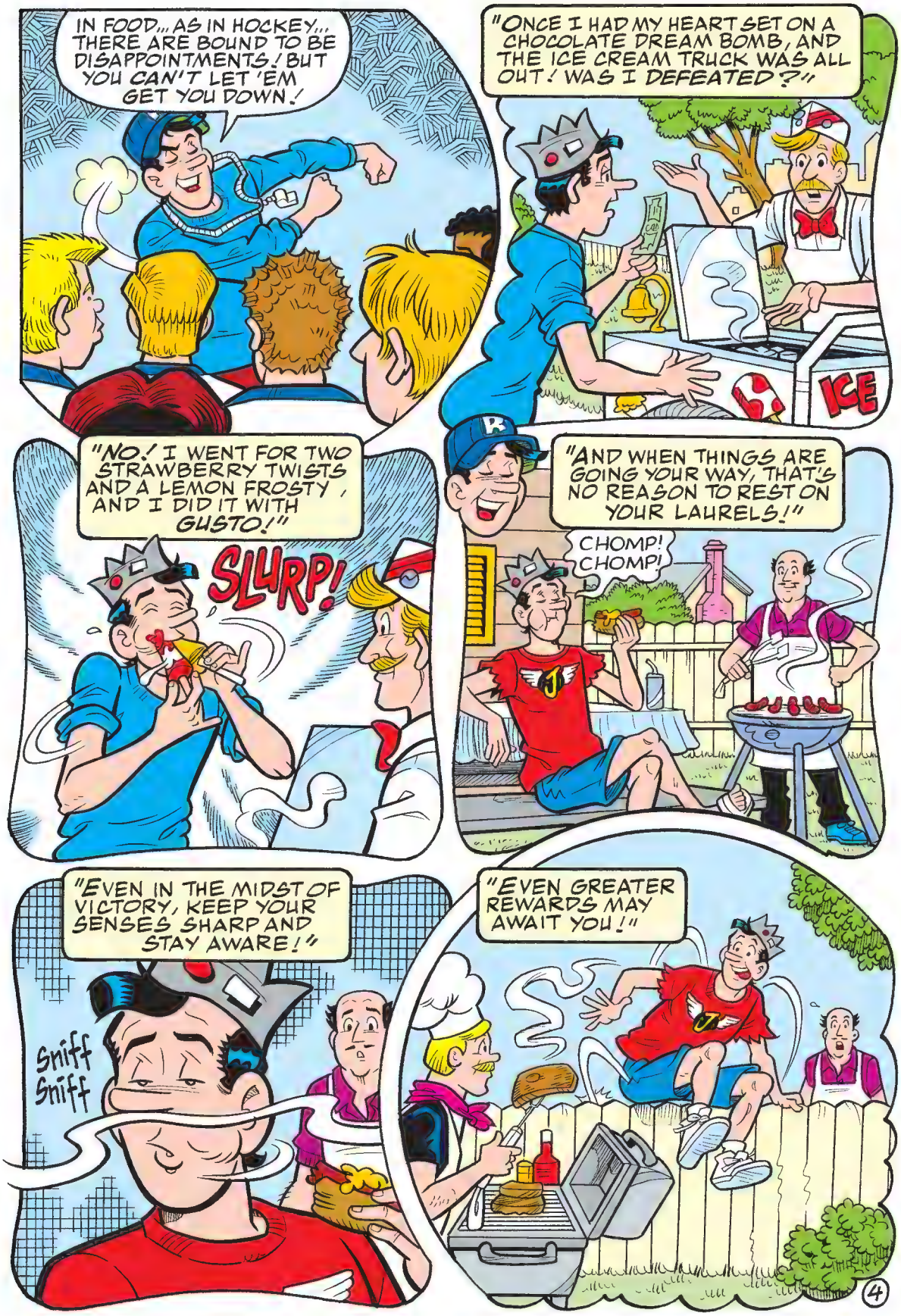
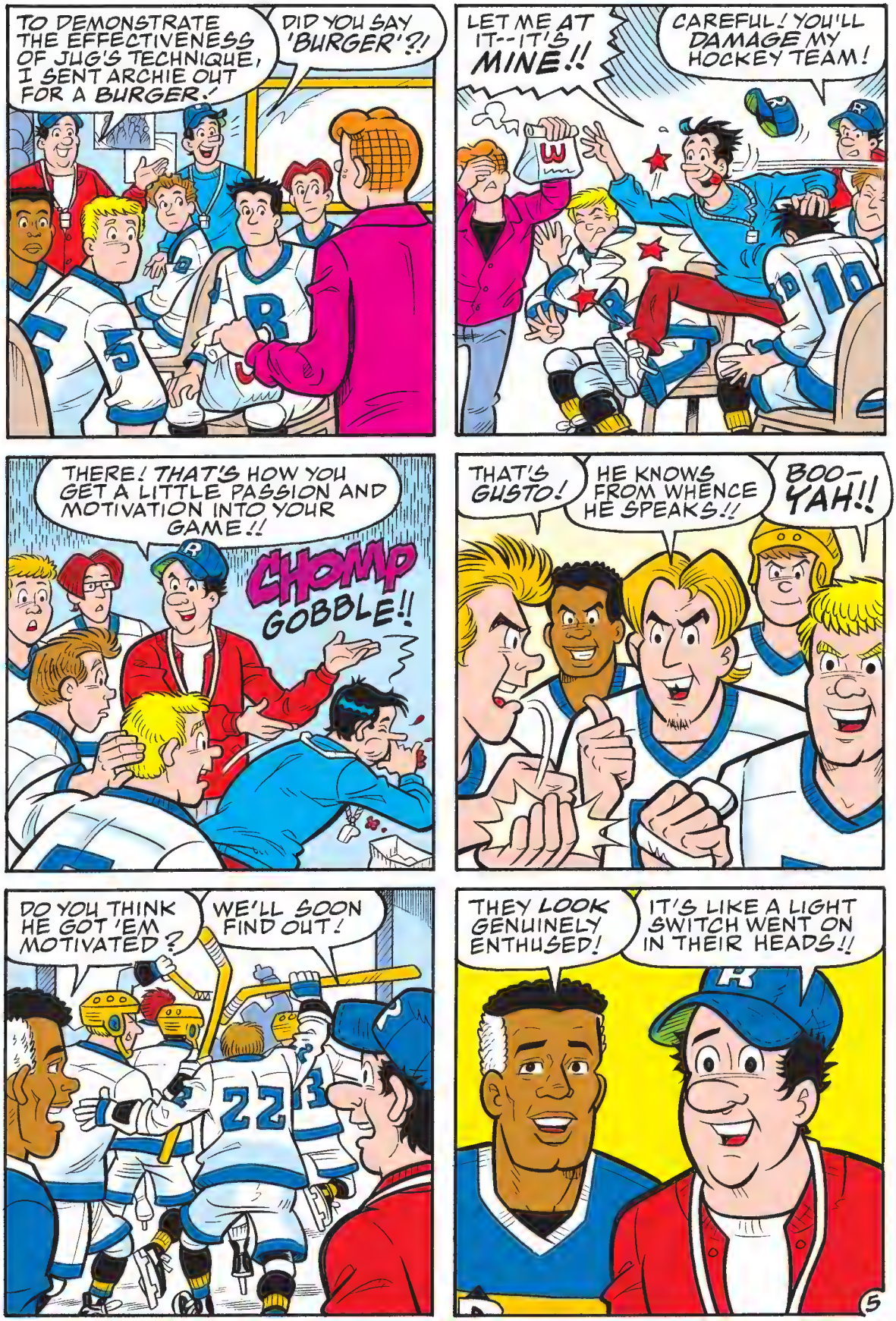
IF ONLY THERE WAS A WAY TO INSTILL THAT MOTIVATION INTO MY PLAYERS!
LOOK! THAT CLUMSY FORM! THAT LACKADAISICAL APPROACH!
JUGHEAD'S KIND OF PASSION WE COULD USE! IF ONLY I KNEW HOW...
WHY DON'T YOU ASK HIM, COACH?
ASK WHO?
JUGHEAD! IF HE CAN EXPLAIN THE PROCESS HIS MIND GOES THROUGH TO GET EXCITED, MAYBE THE BOYS CAN APPLY IT TO WINNING!
ANYTHING'S WORTH A TRY!
SO...
TO GET CHARGED UP ABOUT LUNCH TIME, IT'S ESSENTIAL THAT I COME FROM A PLACE OF HUNGER!
2

FORGET THE FACT THAT I HAD BREAKFAST TWO HOURS AGO! FORGET THE MID-MORNING SNACKS! THAT'S ANCIENT HISTORY!
BREAKFAST
SNACKS
AS FAR AS I'M CONCERNED, THIS LUNCH IS THE FIRST AND ONLY MEAL I'VE EVER HAD!
LET'S SAY THERE'S BURGERS ON THE MENU...
I MAKE A PICTURE IN MY MIND! BIG! JUICY! STEAMING!!
NOW I'M GETTING IN THE MOOD!!
WHAT'S THIS HAVE TO DO WITH HOCKEY, COACH?!
THINK! YOU SHOULD BE LONGING FOR WINS THE WAY JUGHEAD LONGS FOR HIS NEXT MEAL!
3


IN FOOD,,, AS IN HOCKEY,,, THERE ARE BOUND TO BE DISAPPOINTMENTS! BUT YOU CAN'T LET 'EM GET YOU DOWN!
"ONCE I HAD MY HEART SET ON A CHOCOLATE DREAM BOMB, AND THE ICE CREAM TRUCK WAS ALL OUT! WAS I DEFEATED?"
ICE
"NO! I WENT FOR TWO STRAWBERRY TWISTS AND A LEMON FROSTY, AND I DID IT WITH GUSTO!"
SLURP!
"AND WHEN THINGS ARE GOING YOUR WAY, THAT'S NO REASON TO REST ON YOUR LAURELS!"
CHOMP! CHOMP!
"EVEN IN THE MIDST OF VICTORY, KEEP YOUR SENSES SHARP AND STAY AWARE!"
Sniff Sniff
"EVEN GREATER REWARDS MAY AWAIT YOU!"


TO DEMONSTRATE THE EFFECTIVENESS OF JUG'S TECHNIQUE, I SENT ARCHIE OUT FOR A BURGER.
DID YOU SAY 'BURGER'?!
LET ME AT IT--IT'S MINE!!
CAREFUL! YOU'LL DAMAGE MY HOCKEY TEAM!
THERE! THAT'S HOW YOU GET A LITTLE PASSION AND MOTIVATION INTO YOUR GAME!!
CHOMP
GOBBLE!!
THAT'S GUSTO!
HE KNOWS FROM WHENCE HE SPEAKS!!
BOO-YAH!!
DO YOU THINK HE GOT 'EM MOTIVATED?
WE'LL SOON FIND OUT!
THEY LOOK GENUINELY ENTHUSED!
IT'S LIKE A LIGHT SWITCH WENT ON IN THEIR HEADS!!
5

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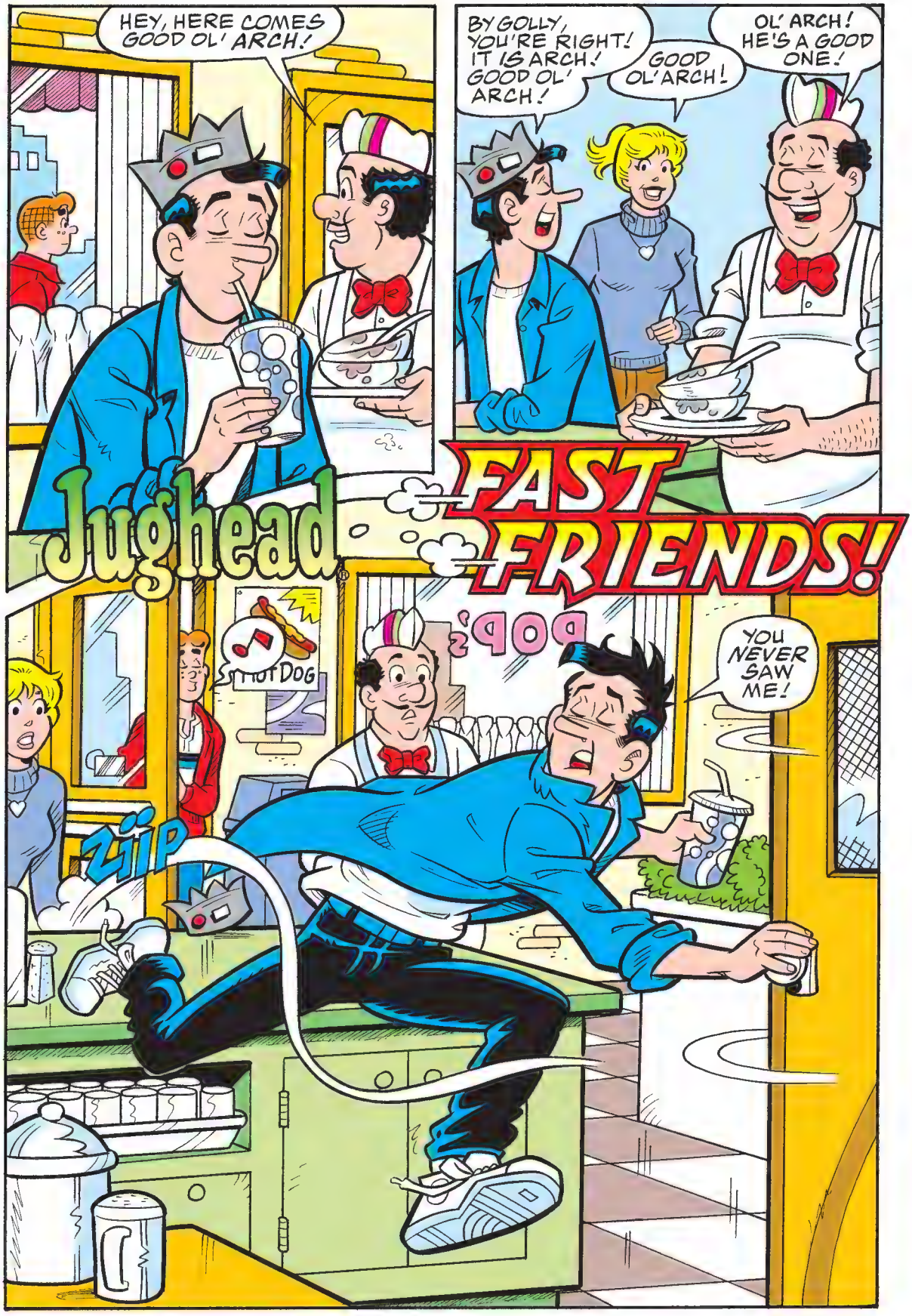
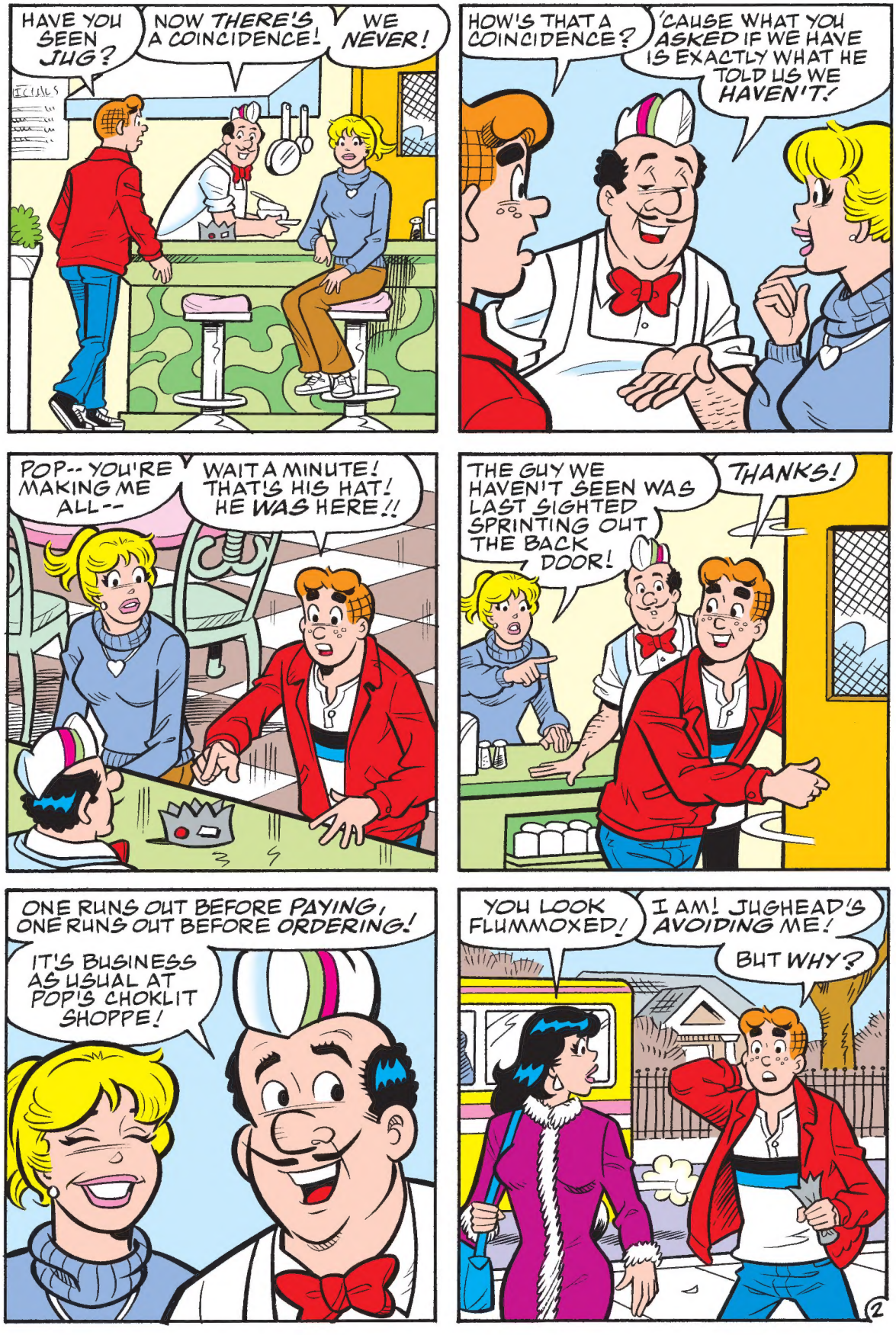
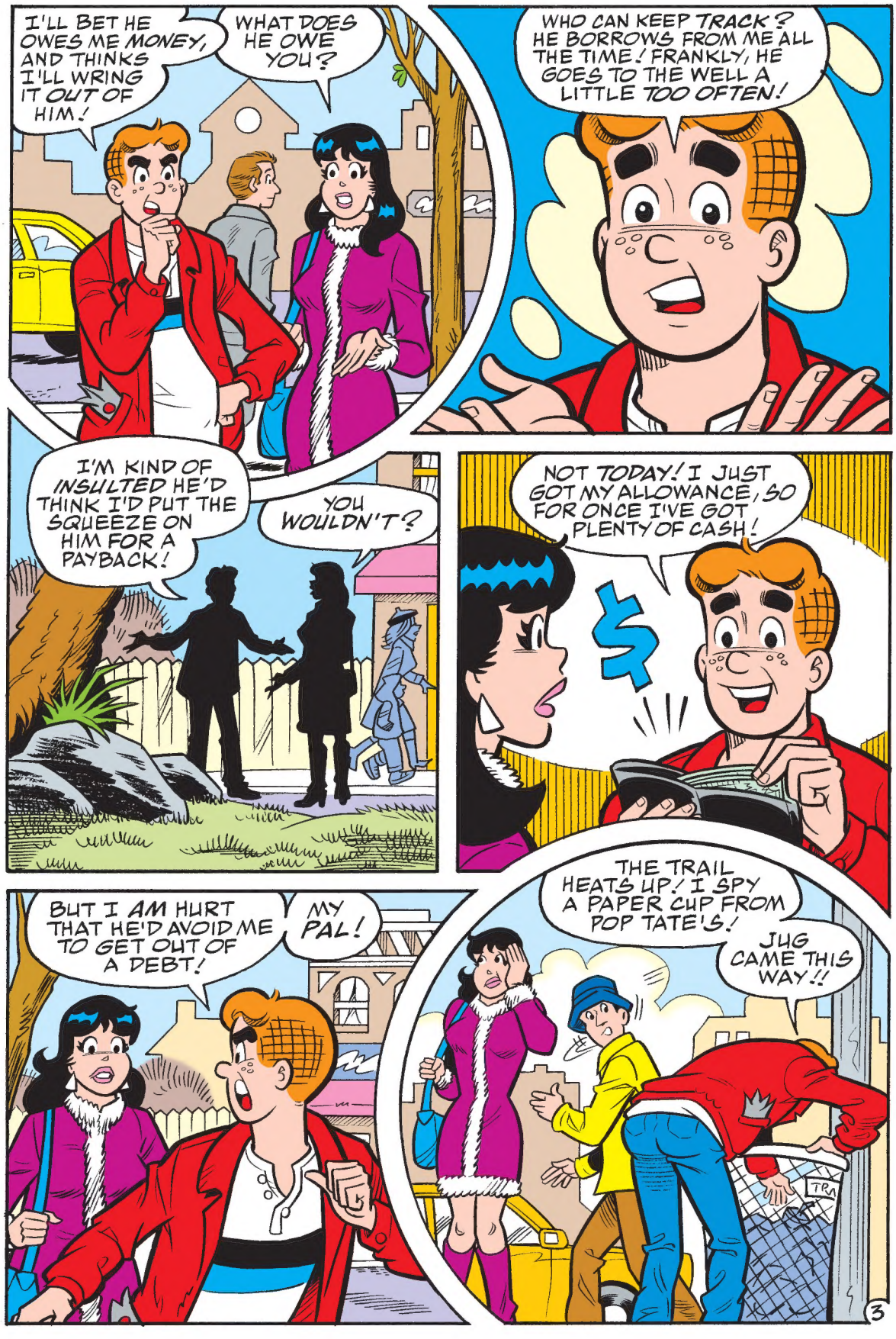
Oh, NO! LOOK AT THEM!!
THEY'RE AS BAD AS EVER! EVEN WORSE, IF THAT'S POSSIBLE!
RIVERDALE TROUNCED ONCE AGAIN! A HUMILIATING DEFEAT!!
WELL, THAT WAS A COMPLETE FAILURE!
NOT COMPLETE, COACH!
HOW SO? OUR WINS ARE STILL WAY DOWN!
BUT THE SNACK STAND SALES ARE WAY UP!!
SNACK BAR
END


HEY, HERE COMES GOOD OL' ARCH!
BY GOLLY, YOU'RE RIGHT! IT IS ARCH! GOOD OL' ARCH!
GOOD OL' ARCH!
OL' ARCH! HE'S A GOOD ONE!
Jughead
FAST FRIENDS!
HOT DOG
YOU NEVER SAW ME!
ZIP


HAVE YOU SEEN JUG?
NOW THERE'S A COINCIDENCE!
WE NEVER!
HOW'S THAT A COINCIDENCE?
'CAUSE WHAT YOU ASKED IF WE HAVE IS EXACTLY WHAT HE TOLD US WE HAVEN'T!
POP-- YOU'RE MAKING ME ALL--
WAIT A MINUTE! THAT'S HIS HAT! HE WAS HERE!!
THE GUY WE HAVEN'T SEEN WAS LAST SIGHTED SPRINTING OUT THE BACK DOOR!
THANKS!
ONE RUNS OUT BEFORE PAYING, ONE RUNS OUT BEFORE ORDERING!
IT'S BUSINESS AS USUAL AT POP'S CHOKLIT SHOPPE!
YOU LOOK FLUMMOXED!
I AM! JUGHEAD'S AVOIDING ME!
BUT WHY?
2


I'LL BET HE OWES ME MONEY, AND THINKS I'LL WRING IT OUT OF HIM!
WHAT DOES HE OWE YOU?
WHO CAN KEEP TRACK? HE BORROWS FROM ME ALL THE TIME! FRANKLY, HE GOES TO THE WELL A LITTLE TOO OFTEN!
I'M KIND OF INSULTED HE'D THINK I'D PUT THE SQUEEZE ON HIM FOR A PAYBACK!
YOU WOULDN'T?
NOT TODAY! I JUST GOT MY ALLOWANCE, SO FOR ONCE I'VE GOT PLENTY OF CASH!
BUT I AM HURT THAT HE'D AVOID ME TO GET OUT OF A DEBT!
MY PAL!
THE TRAIL HEATS UP! I SPY A PAPER CUP FROM POP TATE'S!
JUG CAME THIS WAY!!
TRA

AH! HE'S GETTING SLOPPY! HE'S LEAVING A TRAIL!
OF WHAT?
TRAIL MIX!
GRANOLA, RAISINS AND THE LIKE! HE USUALLY CARRIES A BAG AROUND WITH HIM!
HE'S SO BUSY FLEEING FROM ME, HE'S DROPPING THEM ALONG THE WAY!
THAT GUY'S BECOMING A PEST! A MOOCH!
BUT HE CAN'T GIVE ME THE SLIP!
HURRY, BEFORE SOMEONE SEES MY SLIP!
SO!
THERE HE IS HIMSELF! THE D.B. COOPER OF RIVERDALE!
OKAY, HOUDINI, EXACTLY HOW MUCH DO YOU OWE ME?
NOT A CENT! ALL PAID UP!

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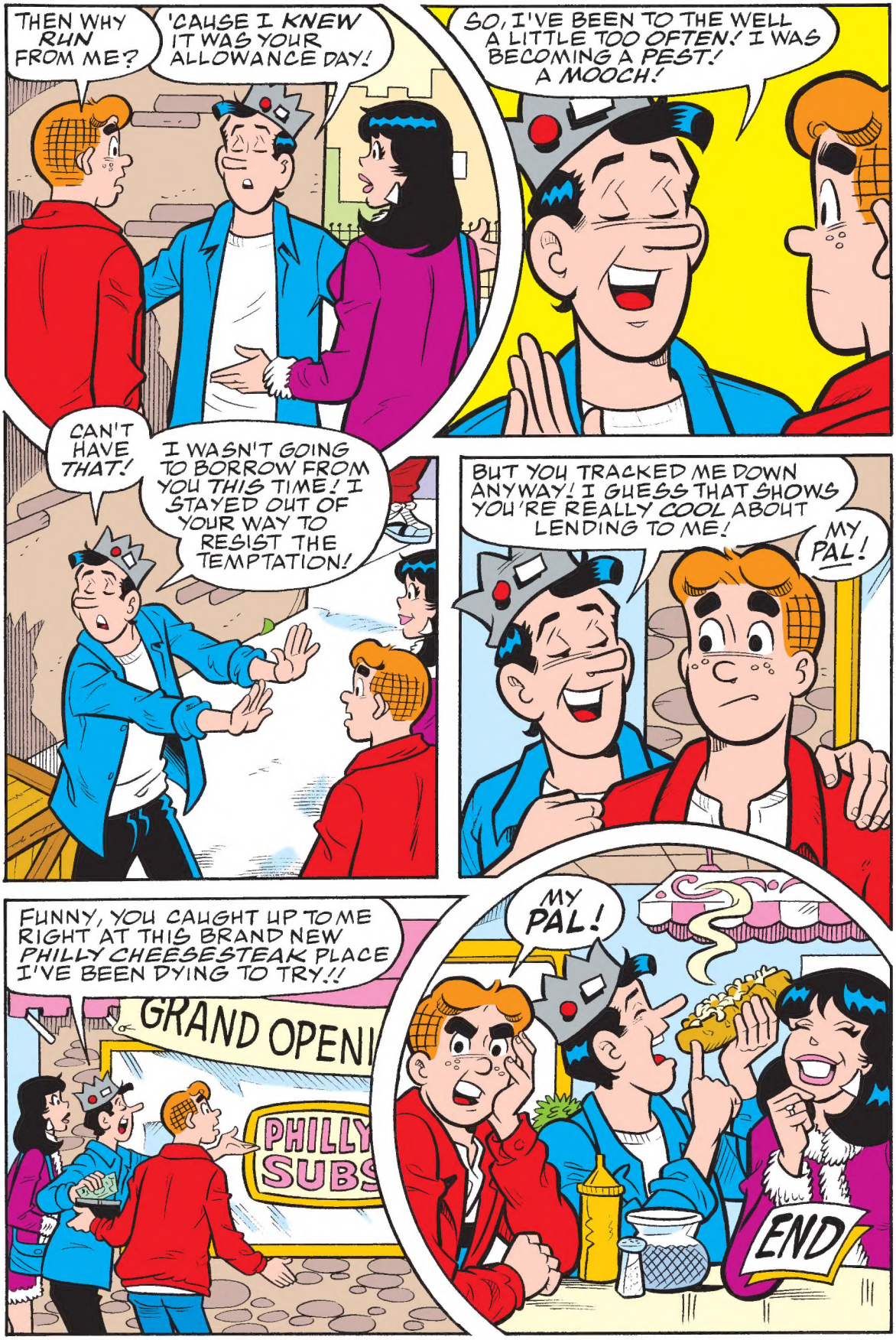
THEN WHY RUN FROM ME?
'CAUSE I KNEW IT WAS YOUR ALLOWANCE DAY!
SO, I'VE BEEN TO THE WELL A LITTLE TOO OFTEN! I WAS BECOMING A PEST! A MOOCH!
CAN'T HAVE THAT!
I WASN'T GOING TO BORROW FROM YOU THIS TIME! I STAYED OUT OF YOUR WAY TO RESIST THE TEMPTATION!
BUT YOU TRACKED ME DOWN ANYWAY! I GUESS THAT SHOWS YOU'RE REALLY COOL ABOUT LENDING TO ME!
MY PAL!
FUNNY, YOU CAUGHT UP TO ME RIGHT AT THIS BRAND NEW PHILLY CHEESESTEAK PLACE I'VE BEEN DYING TO TRY!!
GRAND OPEN!
PHILLY SUBS
MY PAL!
END

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